

The subtleties of human behavior and emotions fascinates me. I am interested in turning such observations into meaningful design opportunities. With a holistic, user-centric approach, and my multi-cultural background and sensibilities, I seek to contribute as a team player, full-time / contract, in a progressive design team.

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born	1982	Singapore
studied	2004 - 2007 (Jul)	National University of Singapore (NUS) Bachelor of Arts in Industrial Design 1st Class Honors & School Valedictorian, Awarded Lee Kuan Yew Gold Medal as Best Graduate Dean's List Awards, 6 times
	2006 (Aug-Dec)	BMW DesignworksUSA Singapore Studio Collaborative Studio Project with NUS
	2006 (Feb-Aug)	Tsinghua University of Beijing, China Academy of Art & Design Exchange Semester in Transportation Design Fluent in English, Mandarin & Hokkien
practice	2008 Aug - Present	BMW Group DesignworksUSA, Singapore Studio Freelance Product Design, Consumer Electronics, Undisclosed
	2008 July - Aug	Dell, Singapore Freelance Product Design, Sustainability & Peripherals
	2008 May	Philips, Singapore Freelance Design for Innohub Division, Undisclosed
	2008 May	L'Oreal Singapore Pte Ltd, Singapore Freelance Product Design, Undisclosed
	2007 Nov - 2008 Apr	GRO design, Eindhoven, Netherlands Contract Designer
	2007 (Aug-Nov)	NUS Design Incubation Centre, Singapore Industrial Design Intern, Car design
	2007 (May)	Design Insight Pte Ltd, Singapore Industrial Design Apprentice, Wireless headsets
	2007 (Apr)	Freelance, L'Oreal Brandstorm Finalist Team Packaging Design & Positioning Strategy
	2007 (Feb)	Freelance, Rohm & Haas Pte Ltd, Singapore Graphics Design, Tradeshow Posters
other work	2001-2005	Network Marketing Sales, Unicity International Pte Ltd Executive Manager Rank
awards	2008	IF Concept Award, Germany, Winner, LeapFrog
	2007	BraunPrize, Kronberg, Germany Grand Winner (Of 903 international entries), LeapFrog
	2007	Red Dot Concept Award, Germany, Winner, LeapFrog
	2007	Lite-On Award, Taipei, Taiwan Bronze (Top 7 of 1700 international entries), HealFast
	2007	Lite-On Award, Taipei, Taiwan Special Award, HangUpPhone
	2007	L'Oreal Brandstorm, Singapore Best Presentation, Morph packaging design & 3D visuals
	2006	Wine4Asia Structural Packaging, Singapore 1st Prize, Bordeaux Bliss wine carton
	2005	Young Asian Designers Award, Asia Finalist, Swoosh Eco Vacuum



Romance



LeapFrog



Hang Up Phone



Origami Sharpener



HealFast



Redken Morph



Bento

computer knowledge

Proficient in:
Rhinoceros 3D
Alias Auto Studio
Alias ImageStudio
Bunkspeed Hypershot
Flamingo
SolidWorks
Adobe Photoshop
Photoshop Rendering
Adobe Illustrator
CorelDraw

Good Knowledge of:
Wacom Sketching
3D Studio Max Vray
Macromedia Flash
Modo 3D